



Hosam Hammad

Store manager , Retail Store Management / Client Relations Management | Sales Team Management | Lead Generation

📍 London, UK

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Languages

English (Fluent)

Italian (Work Proficiency)

Russian (Basic)

Arabic (Native)

French (Basic)

About

professional experienced retail manager with a proven track record of maintaining high standards whilst driving the business forward, to maximize profit and efficiency, and leading teams to success. With a proven ability to demonstrate important management skills such as coaching, training, and recruitment. Possessing excellent communication skills and the ability to work with suppliers, team members, and customers. Excellent customer service is a passion, providing a personal first class service which is centrally focused around the customer. A clear and logically minded person with excellent problem solving skills and a high attention to detail, who is driven to see projects through from beginning to end.

Multilingual (Arabic, English, French, and Italian) professional holding a Diploma Degree in Project Management and an MBA in Organizational Leadership along with 2 certifications in Sports Management. With a strong background developing a wide variety of skills during this time, becoming a goal focused and result oriented. Currently looking for a new and challenging role; to learn new skills whilst sharing my existing skills.

BRANDS WORKED WITH

- Burberry
- Dolce & Gabbana S.R.L.
- ELIE SAAB
- Kurt Geiger
- MATCHESFASHION
- Octavia Foundation
- PradaGroup

Experience



● Assistant Store Director

Octavia Foundation | Jun 2021 - Feb 2022

Recruiting, developing and motivating a high performing, result driven team to support in all aspects of running a charity shop successfully

Analysing customer profiles, buying trends and competitive information to drive business, communicate and provide feedback to Area Manager

Overseeing the execution and processing of incoming and outgoing donations

Ensuring the visual presentation of the shop always meets or exceeds Octavia standards

Communicating, managing and executing all community engagement initiatives and events within budget and according to all policies and procedures

Building relationships with the local community, recognising potential growth for volunteering and increasing donations

Attending and contributing to regular team meetings and training, sharing best practise with Octavia's core values

As a brand ambassador for Octavia, supporting all fundraising activity and championing the Community engagement



● Assistant Store Manager

MATCHESFASHION | Jan 2019 - Feb 2021

Executed exceptional retail performance to ensure sales & service and reinforced sales strategy. ? Reinforced business needs, KPIs, and drive minimum targets with global, regional, and local initiatives. ? Created, prioritized, scheduled, and executed new planogram releases to align with product category cycles and the overall needs of the business. ? Facilitated sell-off of obsolete and overstock inventory through attractive displays and markdown strategies. ? Reinforced and updated the team on industry news and company updates and provided training courses to ensure compliance with company policy changes to better serve customers. ? Developed and maintained relationships with owners, managers, and key personnel to develop sales and marketing plans that increased excitement and sales of the brand. ? Used strong business acumen to increase top-line sales by merchandising top sellers and writing orders to support stock levels. ? Monitored sales levels to determine product volume adjustments, replenishments, and allocations. ? Identified and documented sales opportunities through networking, internet research, and cold-calling. ?? Achievements ? Directed 120 fashion

and buying inhouse events in 2 years, training, and career mentoring.
? Consistently exceeded annual department sales and margin goals by implementing strategic product merchandising techniques and aggressively increasing inventory levels. ? Demonstrated how to operate within the team by exhibiting the highest level of collaboration, trust, integrity, fairness, and professionalism both internally and externally.



● Sales Manager

Burberry | Nov 2017 - Jan 2019

Supervised, managed, and facilitated job duties to the team while simultaneously generating new customers and addressing customer concerns. ? Educated employees on new products, customer service strategies, and regulation changes in the industry. ? Enhanced rapport and credibility with customers emphasizing transparency and delivery. ? Created sales plans and managed performance against plans. Acted as the main point of contact with suppliers and distributors in the region. ? Promoted the company's products after communicating with in-store management and marketing teams. ? Prepare and review the annual budget and sales reports to senior management. ? Maximized growth potential of stores within the region, and ensured that stores comply with industry regulations. ? Evaluated store and individual performances, addressed potential problems and suggested prompt solutions. ?? Achievements ? Increased sales volume from 280k a year to an average of 420k per year. ? Cultivated a strong repeat customer base that generated 87% of my annual sales.



● Sales Manager

ELIE SAAB | Dec 2016 - Nov 2017

Recruited, hired, supervised, scheduled, and motivated a staff of up to 12 employees. ? Supervised operational reports, KPIs, strategic planning, and monitor business performance. ? Performed a CRM focus, client engagement, development, analysis, and strategy. ? Executed Front and back-office operations planning, including deliveries and inventories. ? Ensured a high quality, commercial garment presentation with good garment care every day together with the store team. ? Provided good concept flow by maintaining the concept layout, fixtures, and navigation. ? Reviewed customer's complaints and initiated solutions in an effective and timely manner. ?? Achievements ? Created detailed sales action plans which assisted in the coaching of sales representatives to improve performance to over 96% attainment in customer satisfaction and a 41% increase in sales. ? Managed inventory control/Shrinkage by conducting weekly and monthly counts. ? Improved overall customer satisfaction from 60% to 83% by implementing realistic targets and demonstrating accountability.



● Customer Relationship Management Coordinator & Team leader

Dolce & Gabbana S.R.L. | Dec 2014 - Dec 2016

Responsible for summarizing issues that should be escalated to the Team Lead concerning pending requests.

Performed database maintenance duties as necessary (e.g. potential duplicates, conflicting or missing data, merging records).

Ensured security and sharing settings were accurate for designated properties (role hierarchies, sharing rules, public groups, library access, etc.)

Analyzed research data, interpreting and presenting results in a language for all audiences.

Utilised data sources to identify new and innovative ways to market to our customer groups across new and existing marketing channels.

Executed data quality and data validation activities on a regular basis, including automatic and manual data cleansing.

Managed sales prospecting with a focus on the client's needs, concerns, and goals - automatically building strong and loyal relationships with local and global clients. ? Performed detailed industry and market analysis, identifying opportunities to improve the product offering, prices, and profit margin management. ? Owned company's forecast processes and reporting, responsible for the company's annual budget planning and financial analysis. ? Built, developed, coached, trained, and oversaw sales teams, conducting ongoing performance evaluations, and implementing strategic action plans to ensure high sales team performances. ? Per-

formed ownership with regard to operational performance measurement versus target across the businesses. ?? Achievements ? Planned, created, and managed KPI indicators to measure sales team performance. ? Increased portfolio mix of products and the average sales per client. ? Developed market strategies and goals for each product and service; understanding the strategies, goals, and objectives of accounts. ? Exceeded sales of key products from 58% to 74% on the total sales through team incentive campaigns and establishing relationships with new suppliers.



● Senior sales associate

PradaGroup | Feb 2012 - Dec 2014

Identified and assessed customers' needs to achieve satisfaction and targets.

Ensured the extra mile was taken in order to engage customers.

Dealt with all refunds, returns, and exchange processes.

Managed till activities - cash and card payments, responsible for opening and closing till on a daily basis.

Ensured products displayed met with company's standard and guidelines.

Achievements:

Built relationships and trust with customers through open and interactive communication.

Handled customer complaints, provided appropriate solutions and alternatives within the time limits, and followed up to ensure resolution.



● Sales associate

Kurt Geiger | Mar 2010 - Feb 2012

Welcomed customers by greeting them; offering them assistance and ensuring the highest level of customer service.

Directed customers by escorting them to racks and counters, suggested items, and offered style guidance.

Advised customers by providing information on products, ensuring to stay abreast of all trends and sales within the store.

Assisted customers to make selections by building customer confidence; offering suggestions and opinions.

Documented sale by creating or updating customer profile records.

Processed payments by totaling purchases; processing checks, cash, and store or other credit cards.

Achievements

Developed creative skills overseeing the visual merchandising of the store, ensuring current trends were at the forefront, highlighting the brand's sense of style.

Contributed to team effort by accomplishing related results as needed.

Education & Training

2020 - 2021 ● **International Business Management Institute (IBMI)**

MBA , Project Management Diploma of Education,,

2018 - 2018 ● **Burberry**

CRM & Management | Academy Training,, CRM

2015 - 2015 ● **Dolce & Gabbana**

CRM & Customer excellence training , CRM

2013 - 2013 ● **Prada Campus**

Campus and Brand Knowledge Training , Brand Knowledge Training

2011 - 2011 ● **Kurt Geiger**

Brand & Product Knowledge Training , Brand & Product Knowledge Training

2003 - 2005

● **Cairo University**

Master degree , Doctor of Physical Education

1997 - 2003

● **Tanta University**

University degree, Bachelor of Management